

HEADQUARTERS
UNITED STATES EUROPEAN COMMAND
UNIT 30400
APO AE 09131

STAFF MEMORANDUM
NUMBER 15-1

12 March 2001

PUBLIC AFFAIRS

HQ USEUCOM Public Access World Wide Web Information Service

1. **Summary.** To provide policy governing content and maintenance of the Headquarters, United States European Command (HQ USEUCOM) public access World Wide Web (WWW) information service.

2. **Applicability.**

a. This policy applies to all personnel assigned to HQ USEUCOM.

b. This policy applies only to HQ USEUCOM WWW information services that are unclassified and freely accessible to the public. Classified and limited access WWW services are not covered by this Staff Memorandum.

3. **Internal Controls.** This Staff Memorandum contains internal control provisions and is subject to the requirements of the internal management control program. The applicable internal control directive is ED 50-8, Internal Management Control Program.

4. **Suggested Improvements.** The Web Services Branch is responsible for this publication. If you have suggestions for improvement, or if you find errors, please contact:

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ATTN: ECPA-Web
Unit 30400
APO AE 09131
DSN: 430-6868/5586
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5. **References.**

a. Department of Defense (DoD) policy memorandum, Establishing and Maintaining a Publicly Accessible Department of Defense Web Information Service, 18 July 1997.

b. HQ USEUCOM Staff Memorandum 100-3, Authorized Use of Government Computer Networks.

- c. 5 USC Chapter 35, "Paperwork Reduction Act", as amended
- d. Deputy Secretary of Defense Policy Memorandum, Government Information Locator Service (GILS), 2 September 1995
- e. Office of Management and Budget (OMB) Bulletin 95-01, Establishment of Government Information Locator Service, 7 December 1994
- f. DoD Directive 5230.9, Clearance of DoD Information for Public Release, April 9, 1996
- g. DoD Directive 5400.7-R, DoD Freedom of Information Act Program, May 22, 1997, ASD(PA)
- h. DoD Directive 5500.7-R, Joint Ethics Regulation (JER), August 30, 1993
- i. DoD Directive 8910.1-M, DoD Procedures for Management of Information Requirements, June 11, 1993, ASD(C3I)
- j. DoD Instruction 5230.29, Security and Policy Review of DoD Information for Public Release, May 6, 1996, ASD(PA)
- k. DoD Directive 5240.1, DoD Intelligence Activities, April 25, 1988, ASD(C3I)
- l. Public Law, The Computer Security Act of 1987.
- m. Children's Online Privacy Protection Act (COPPA), April 21, 2000

6. Background. The Internet, in particular the WWW, offers an unprecedented opportunity for HQ USEUCOM to communicate messages and information to the global community, but also offers new challenges. This staff memorandum outlines HQ USEUCOM policy for providing information to the public via the public access WWW information service.

7. Policy.

- a. Mission/purpose of the HQ USEUCOM public access WWW information service:

“To support the overall Headquarters United States European Command mission through the dissemination of publicly releasable information, for which Headquarters United States European Command is directly responsible, materially satisfying the information needs or mission objectives of one or more target audiences, while taking into account operational security, privacy considerations, and force protection.”

- b. Target audiences of the HQ USEUCOM public access WWW information services are: U.S. and international media; U.S. and international institutions, organizations, and individuals; HQ

USEUCOM family members; personnel with orders to report to HQ USEUCOM; Reservists with mobilization assignments at HQ USEUCOM; other military commands and individuals; and the HQ USEUCOM staff.

c. If the primary target audience of an information product is the HQ USEUCOM staff, another DoD organization, or a small subset of a larger audience, then the preferred means of dissemination is the HQ USEUCOM Secret Local Area Network (SLAN), the Secret Internet Protocol Network (SIPRNET), unclassified e-mail, or other means as practicable and/or appropriate.

d. The HQ USEUCOM public access WWW information service will be the only publicly accessible WWW service operated by HQ USEUCOM. Under no circumstances will personal web server software, or a HQ USEUCOM-assigned IP address, be used to operate a separate, publicly accessible WWW service, without the express written approval of the Chief of Staff (ECCS). All requests for approval will be routed through Public Affairs Directorate (ECPA) and the Command, Control and Communications Systems Directorate (ECJ6) for coordination and concurrence.

e. Posting of information to the public access WWW information service shall be accomplished only by Web Services Branch and those personnel (Directorate Webmasters) designated in writing by their Director. The Public Affairs Directorate has overall content management control for the publicly accessible WWW service operated by HQ USEUCOM, and therefore has the authority to create, edit, delete or move any information as deemed appropriate. The Web Services Branch shall make every effort to coordinate with Directorates prior to taking action, unless the action is considered time sensitive, and therefore will notify the Directorate once the action is completed.

f. The HQ USEUCOM public access WWW information service will present a neat and professional appearance, with a consistent design and user interface. New pages, and format or style changes to existing pages, will be staffed through Web Services Branch prior to posting.

g. No information that is withholdable from the public pursuant to statute, or intended for restricted access or limited distribution, may be placed on a publicly accessible web information service; nor should a public site have links to such information. This prohibition includes information that is CLASSIFIED, UNCLASSIFIED but SENSITIVE, FOR OFFICIAL USE ONLY (FOUO), and privacy protected. Posting information to the WWW is equivalent to making a public release, and per DoD Directive 5230.9, all information must be properly cleared.

h. Copyrighted material will be used only when allowed by prevailing copyright laws and may be used only if the materials relate to the Component's mission. Consult with counsel when using any copyrighted material.

i. The Freedom of Information Act (FOIA) establishes a presumption that records in the possession of agencies and departments of the Executive Branch of the United States government are accessible to the public. If a Directorate Webmaster or other individual receive a FOIA request, they are not to release any information, but contact the Web Services Branch for further instructions. Information cleared for public release under the Freedom of Information Act may be posted on publicly accessible web information services. All information placed on the USEUCOM public web is

henceforth public information.

8. Collection of Information

a. To better serve the public, in certain instances it is necessary and appropriate to collect information from visitors to Web sites. Office of Management and Budget (OMB) approves survey Forms and Information Collections from the public under some circumstances. Requests for identical information from ten or more members of the public must be approved by OMB, such as surveys using check box, radio button or text form fields.

b. The Paperwork Reduction Act applies to electronic forms/information collections on Web sites that gather standardized information from the public. This rule does not apply to collection of information strictly from current DoD employees or service members in the scope of their employment. Surveys on publicly accessible Web sites will not ordinarily be exempt from the requirement to obtain OMB approval under this exception.

c. Forms for general solicitations of comments that do not seek responses to standard questions, such as the common opinion-based feedback forms and e-mail links, do not require OMB clearance.

d. According to the type of information being collected, the approval process by OMB may take at least six months. It is the responsibility of the directorate or staff to request OMB approval for online collections of information. Please contact the Web Services Branch during the early planning stages to ensure all web issues are addressed.

e. The Children's Online Privacy Protection Act (COPPA), effective April 21, 2000, applies to the online collection of personal information from children under 13. If you have a need to collect information or target children in the fore mentioned age category, your request must be fully justified and staffed through Web Services Branch for review and approval, and then submitted to OMB and the Federal Trade Commission (FTC). You can read more about COPPA at the OMB and/or FTC Web site.

9. Policy Violations. This Staff Memorandum is directive in nature. The ECPA and ECJ6 Directorates have direct authority to enforce compliance, and may therefore at any time take necessary actions against individuals who fail to comply with the guidelines set forth in this Staff Memorandum. Failure to comply with provisions of the Joint Ethics Regulation, as incorporated in this Staff Memorandum, may result in revocation of computer system accounts, loss of access to all HQ USEUCOM automated information systems, and could lead to punishment under the Uniform Code of Military Justice, termination of employment, and/or criminal prosecution.

10. Responsibilities.

a. General:

(1) The ECPA and ECJ6 will jointly manage and operate the HQ USEUCOM public access WWW information service in accordance with applicable DoD policy and this staff memorandum.

Directors and Special Staff will contribute information to, and participate in, the development of the WWW service.

(2) All Directorates and Staff must comply to the policy as set forth in this memorandum no more than 45 days from the date of release.

b. ECPA:

(1) Performs necessary coordination with HQ USEUCOM directorates and staff offices to ensure the credibility and public releasability of information posted on the public access WWW information service.

(2) Acts as the final approval authority for format and presentation of information posted on the public access WWW information service.

(3) Develops, publishes and maintains guidelines and standards for public access WWW information service content, design, and review procedures.

(4) Ensures compliance with content aspects of the references and other pertinent DoD instructions and directives.

(5) Registers the HQ USEUCOM public access WWW information service with the Government Information Locator Service (GILS).

(6) Drafts and maintains privacy, security and exit notices as required by the references.

(7) Chairs regularly scheduled meetings to discuss current status and future development of the public access WWW information service.

(8) Investigates and/or researches any reports of information posted which, for any reason, appears to be inappropriate for a publicly accessible WWW information service.

(9) Advises and assists Directors and Special Staff in the use of the public access WWW information service as a means to communicate to the public.

(10) In conjunction with other departments as required, develops, conducts, and/or coordinates web related training for Directorate Webmasters and Web Content Managers.

(11) Upon completion of the required training, certifies Directorate Webmasters and Web Content Managers.

(12) Maintains a list of Directorate Web Content Managers and Directorate Webmasters for information.

c. ECJ6:

- (1) Has overall responsibility for hardware, software, network connections, system security, and system integrity of the public access WWW information service.
- (2) Provides technical support consistent with existing communication responsibilities.
- (3) Provides representation to regularly scheduled meetings to provide technical expertise and discuss current status and future development of the public access WWW information service.
- (4) Ensures compliance with technical aspects of the references and other pertinent DoD instructions and directives.
- (5) Develops, publishes and maintains guidelines and standards for public access WWW information service technical aspects and system security.
- (6) Conducts data spill operations as required.
- (7) In conjunction with Web Services Branch, assists in developing, conducting, and/or coordinating web related training for Directorate Webmasters.

d. Directors and Special Staff:

(1) Designate (in writing) primary and alternate Directorate Webmasters (See Appendix E). Each directorate may appoint no more than one "primary" and one "alternate" Directorate Webmaster. Other branch, section or staff webmasters may be appointed, but will report to their Directorate Webmaster. Give notification to the Web Services Branch no less than 30 days in advance of a Directorate Webmaster's departure from the command, if alternate webmaster has not been appointed. (The appointment is intended as an additional duty but can be a primary duty at the discretion of the Director.)

(a) Provide their Directorate Webmaster with any necessary advanced training, training tools, and additional hardware and software. Training may be available by the ECJ6 Training Office, USAREUR Automation Training Center, or other sources.

(b) Ensure that at a minimum, Directorate Webmasters have: User access/permissions to the USEUCOM Unclassified computer and network services; HTML Editing Software as used in Web Services Branch; Web Browser for viewing HTML documents; Written designation as "Primary" or "Alternate" Directorate Webmaster; and a Certificate of Completion; USEUCOM Webmasters Certification Course. (It is recommended that these tools be provided to enhance Directorate Web page(s): Graphics Editing Software; Portable Document Formatting Software; Scanner with Scanning Software; and a Zip Drive or other High Capacity Disk Drive.)

(2) Designate (in writing) a Directorate Web Content Manager (See Appendix E). (This appointment is intended as an additional duty, but can be a primary duty at the discretion of the

Director.)

(3) Ensure that information within their purview, which is posted to the public access WWW information service, is accurate, timely and appropriate for public release. This includes establishing regular internal review procedures to ensure posted information continues to be appropriate, applicable and accurate.

(4) Comply with content guidelines provided by ECPA and technical guidelines provided by ECJ6.

(e) Directorate Webmasters:

(1) Should have at least 6 - 12 months remaining at USEUCOM.

(2) Will act as the liaison between the directorate and Web Services Branch.

(3) Will maintain Directorate Web page(s).

(4) Will review, prepare and submit requests for new input and changes to the Web site for approval by Web Services Branch.

(5) Will Complete the USEUCOM Webmaster Certification Course.

(6) Will attend regularly scheduled meetings to discuss current status and future development of the public access WWW information service. These meetings will include, at a minimum, representatives from those directorates that actively contribute material and/or edit pages on the public accessible WWW information service.

(7) Will refer to Appendix A for the approval process for posting information on to the USEUCOM Web Site.

(8) Will refer to Appendix B for guidance concerning the technical details of USEUCOM web site construction and management.

(f) Directorate Web Content Managers:

(1) Will be of the military rank (03) or above or civilian rank GS-11 or above.

(2) Will be delegated public release authority for information within their subject areas of expertise, and are responsible for the accuracy and releasability of information within their purview.

(3) Will have extensive functional knowledge within the directorate and a thorough understanding of public release policy and procedures, operational security, force protection, and classification of defense information under the purview of his/her Directorate.

- (4) Will review the accuracy and appropriateness of the information to be released.
- (5) Will coordinate with and/or obtain guidance from ECPA on public release issues as appropriate.
- (6) Will complete the USEUCOM Web Content Manager Certification Course.
- (7) Will attend regularly scheduled meetings to discuss current status and future development of the public access WWW information service.
- (8) Will refer to Appendix A for the approval process to posting information on the USEUCOM Web Site.
- (9) Will refer to Appendix C for content management guidelines.
- (10) Will use Appendix D to guard against possible breaches to operations security (OPSEC) by conducting a quarterly check of the Web site. Maintain copies of each completed checklist (Appendix D) for a period of one year. If required, provide the Directorate Webmaster with a list of information believed to compromise OPSEC and remove it from the Web site immediately.
- (11) Will provide a copy of quarterly review checklist to Web Services Branch upon request.
- (12) Will conduct a quarterly review of the web site for information that has become outdated or no longer useful. Provide the Directorate Webmaster with a listing of material to be deleted or moved and retained for historical purposes, as appropriate.

11. Explanation of Terms. Appendix F defines terms used in this document.

FOR THE COMMANDER IN CHIEF:

OFFICIAL:

DANIEL J. PETROSKY
Lieutenant General, USA
Chief of Staff

DAVID R. ELLIS
LTC, USA
Adjutant General

Appendixes

- A - Approval Process for Uploading to the Web
- B - USEUCOM Web Page Style Guide

12 March 2001

SM 15-1

C - Content Management Guidelines

D - Operations Security (OPSEC) Checklist for USEUCOM Publicly Accessible Web sites

E - Sample Letters of Appointment

F - Explanation of Terms

DISTRIBUTION

P

Appendix A

Approval Process for Posting to the USEUCOM Web Site

Step 1. -- Requester

- (a.) Makes request to the appropriate senior officer in his/her Division/Directorate to post information on the ULAN.
- (b.) If approved, provides the Web Content Manager with proposed informational material for review.

Step 2. -- Directorate Web Content Manager

- (a.) If content is cleared for release, returns material to the Requester.
- (b.) If content is believed to be unsuitable for release, returns to Requester, noting specific reasons why the material should not be released.
- (c.) If content requires modification, assists Requester with editing prior to forwarding the material to the Directorate Webmaster.

Step 3. -- Directorate Webmaster

- (a.) Conducts initial review of material, returning to the Requester for general editing or rewriting as may be required.
- (b.) If approved for release by Content Manager, formats the material for Web-based publication and submits the material to Web Services Branch for publishing.

Step 4. --Web Services Branch

- (a.) Reviews Web-based publication and ensures document complies with appropriate standards.
 - (b.) If approved, upload data to the server and notify Webmaster of release.
 - (c.) If disapproved, notify Webmaster and explain why.
 - (d.) Assists Webmaster with modifications required for release.
- If technical assistance is required, coordinate with ECJ6 per step five.

Step 5. -- ECJ6 (as required)

- (a.) Reviews technical aspects of material when services other than basic HTML/FontPage web development is.
- (b.) If the product is not technically suitable for release, returns to ECPA explaining why the product cannot be posted.
- (c.) If the project is technically suitable for release, will assist ECPA and/or Directorate Webmaster with technical modifications required for release.

Appendix BUNITED STATES EUROPEAN COMMAND
WEB SITE STYLE MANUAL

1.0	Introduction	B
2.0	Web Environment Assumptions and Compliance.....	B
3.0	Content Development	B
3.1	Web Capabilities and Limitations	B
3.2	Content.....	C
3.2.1	Content Depth.....	C
3.2.2	Page Size	C
3.3	Text and Graphic Preparation for Web Usage.....	C
4.0	Page Design	C
4.1	Page Layout Properties	C
4.2	Navigation Links	D
4.3	Text and Font Formatting.....	E
4.4	List Formatting	E
5.0	Graphics.....	F
5.1	USEUCOM Logo	F
5.2	Image Maps	F
6.0	Animation, Video, Sound.....	F
7.0	File Naming	F
8.0	Directory structure.....	G
9.0	Applets/Scripts	G
10.0	Testing.....	G

Introduction

The mission of the United States European Command (USEUCOM) public web service is to support the overall mission of USEUCOM through the dissemination of publicly releasable information, for which the European Command headquarters is directly responsible, materially satisfying the information needs or mission objectives of one or more target audiences, while taking into account operational security, privacy considerations, and force protection.

This document specifies policy and standards for creating or updating pages for the USEUCOM public web site. Hands-on procedures will be documented separately and made available in the Webmaster Tools section of the USEUCOM web site.

The intent of this style guide is to develop and maintain a common “corporate image” of USEUCOM and ensure continuity between all the pages through professional and consistent presentation style and format.

Web Environment Assumptions and Compliance

- It is assumed that Web applications will be accessed with both fast and slow network connections and from multiple platforms with a range of viewing configurations, including display screens varying in size and color capability.
- The Web site shall be compatible at minimum with Netscape 3.x or Internet Explore 3.x or higher.

Content Development

Web Capabilities and Limitations

Content developers should remember that unlike traditional word processing software and other software applications, browsers are limited in the following ways:

- Because the links available in browsers provide nonlinear paths for users to follow, it is difficult to structure task flow, there is no repeatable path through the information, and users can get lost easily.
- The visual appearance of information is adjustable by the browser, which provides control over both the structure and appearance of the information it displays. This means HTML programmers must design for a variety of possible display preferences.
- The user interface controls that can be displayed by a browser are relatively primitive. There are no dialog or message windows in a browser, whereas software applications support a wide range of controls, each with extensive interaction capabilities.
- Content developed in word processing that is to be exported to the web should be designed with formatting limitations in mind. Examples: 1) there are no tab commands, so the first line of paragraphs cannot be easily indented; 2) sans serif fonts should not be italicized since the browsers display them poorly; 3) writers should write knowing that there will be one line break after each paragraph (since paragraphs are not easily formatted to follow one with no line breaks).

Content

Content Depth

The depth of an information structure refers to the number of levels users must traverse in order to view the information they seek. An information structure can be shallow or deep, depending on the amount of branching within the menu hierarchy and the granularity of the information presented on individual content pages. The information depth should be no more than five levels from the top level in order to reach content information.

Page Size

Generally pages should contain five screens or less of information for a monitor set at a resolution of 800x600 pixels. It is understood that some pages may be longer, such as references to official documents; however, normally page content is encouraged to be minimized, otherwise the ability of users to understand the information is reduced.

In order to reduce download times, pages should be designed so that the total file size is less than 75kb. Exceptions must be coordinated with and approved by Web Services. Users should be warned before accessing a page with large download times.

Pages under construction are never to be labeled “under construction.” These pages should reference the coming soon page, and must never be linked to if the page will not be developed within 30 days. Animated under construction graphics are never to be used.

Text and Graphic Preparation for Web Usage

When providing information to Web Services for publishing on the web, documents must be submitted in final web based format.

Page Design

All USEUCOM web site pages will be designed using the basic USEUCOM page template, which establishes a consistent look and feel for all pages on the USEUCOM public web. This template is available to all Directorate Webmasters online. Basic elements of this template consist of:

- **Page layout properties**, including standard header, footer and border designs.
- **Navigation links**, providing reference(s) to the hierarchy of information to which a specific page belongs.
- **Text and font formatting**, ensuring consistencies in the presentation of information as well as providing a professional look and feel to the pages.

Page Layout Properties

The USEUCOM web site does not use frames. Frames pose a browser compatibility issue, because they are handled differently in each browser, and earlier versions of browsers are unable to display frames properly. Search engines often fail to index frame pages, forcing designers to create a separate page for spiders and crawlers.

Each USEUCOM page will use the USEUCOM web page template with specified shared border.

Content pages should contain a title and relevant key words in the page properties so that the search function can find the page. The title should not exceed 32 characters in length. All pages should contain the following Meta tags as seen below: (Sample information is used.)

```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta name="author" content="LCDR W. Scott Merrit USN, ECPA, x5586">
<meta name="description" content="Search engine for the United States European Command web site.">
<meta name="keywords" content="search, search engine">
<meta name="ROBOTS" content="ALL">
<meta name="Subject" content="Search">
<title>Search feature</title>
</head>
```

Horizontal rules should not be used when other separators will work, such as simply bolding the section title.

Footnotes are never used.

Each page will be dated to show the date of the last revision. A *mailto:* link should also be used to contact the webmaster or content creator of the page (point of contact). Simply inserting a timestamp can create the date of last revision. Sample: *Simmsj@eucom.mil* - Updated 25 November 1999

Navigation Links

Navigation links on a web page help in identifying the information hierarchy and context in which the current page is located. This is very useful, especially in situations where the page has been accessed from outside the normal information path, or has been “bookmarked” by the user, thereby bypassing intermediate pages within the information hierarchy.

All Directorates must have a vertical left Navigation Link. Every page created should include a *return to* link. The link should take the user back to the Directorates Main page. Navigation links should be bidirectional where necessary so that users can navigate back the way they came.

There is no limit to the number of links contained on a page, given that page length guidelines above are followed. A standard disclaimer will be posted on any page with external DoD or Federal Government links:

The appearance of external hyperlinks does not constitute endorsements by USEUCOM. For more information please read our [external links policy](#).

All external sites should open up into a new browser window when accessed by using "target=_blank" in the anchor tag.

Any e-mail addresses listed on a page should be hyperlinked and always listed in lowercase (webmaster@eucom.mil). Where possible, if a portion of text in a content area is linked to an email address, then the email address should also be spelled out in the content, so that users can see the address without having to look into the HTML source code. This helps users who cannot mail from the web browser.

Links to downloadable documents should provide the file type, size and any other pertinent information, such as special viewers that may be required. Links with unexpected consequences (e.g., unusual file formats) should also be identified so users can decide in advance whether to follow them. Web Services Branch has provided a special viewers page you may link to which will help you fulfill this requirement.

The name of the link should match the name of the page it refers to as closely as possible.

When pages have a large amount of content, consider including a hyper-linked table of contents using bookmarks or anchor tags for navigating within the document.

Avoid the use of linking too many portions of text in a document since the abundance of choices confuses the reader.

Text and Font Formatting

Titles of pages will be marked as Header 2 (<h2>).

Subtitles within a page shall use Header 3 (<h3>).

Subtitles are never in ALL CAPS. Subtitles are not italicized unless there is a citation such as the name of a periodical.

The standard font used on the USEUCOM Public web site is Times New Roman - normal - 12 pt. Although the standard font should remain the same, in some cases, Webmasters may need to use other fonts. Listed below are true type core web fonts that are standard across both Windows and Apple Macintosh PCs. With these high quality TrueType fonts, whenever you visit a Web site that specifies them, you'll see pages exactly as the site designer intended. When considering which font to use, please realize that our goal is to keep the site neat, with a clean, consistent corporate look and feel.

- Arial Black, Arial, Arial Bold, Arial Italic, Arial Bold Italic;
- Times New Roman, Times New Roman Bold, Times New Roman Italic, and Times New Roman Bold Italic;
- Courier New, Courier New Bold, Courier New Italic, and Courier New Bold Italic.

Font size must be at least 12pt for page content and at least 10pt for other text (i.e. navigation links, image captions). When developing content for a web page, the text should be organized such that paragraphs contain roughly three to twelve sentences. Paragraphs with less than three sentences are hard to read because they increase scrolling due to the added line breaks; paragraphs with more than twelve sentences are hard to read because it is too difficult to retain your place in the paragraph.

Use the name of the site in page titles only when necessary, since it is redundant given that the user is already on the site.

Flashing text and WordArt are never used.

Underlining is reserved for hyperlinks.

Use indentation wherever possible in order to increase clarity. For example, indent addresses or quotations.

Avoid overuse of exclamation points!!!!

List Formatting

Lists can be very useful in structuring and organizing information into a quickly and easily understandable format. However, care should be taken in using bulleted lists, as over-use can otherwise detract from the information that is to be presented.

If a menu page contains long lists of items, they should be sorted and grouped to make browsing easier. Nested lists are used to group related items and show the structure and relationship among items. Each group contains a heading that explains what is presented in the list so that users know why the items are presented together; horizontal separators can be used to delimit groups of items. Menu items are organized hierarchically, for example: alphabetically, by date, or by frequency of use (with items used most frequently placed at or near the top of the page).

- Consider reducing font sizes for large bulleted lists.
- Lists are always single-spaced vertically, not double-spaced.
- Graphics are not to be used for bullets.
- Sub-bullets should be indented no more than two levels.

Graphics

Photos are encouraged on the Web site, particularly group photos or individuals performing the USEUCOM mission.

WordArt will not be used, no exceptions.

Alt tags are required for graphics.

A graphics file should not exceed 50kb.

GIF graphics are set to be interlaced; JPEGs are set to be progressive.

Use thumbnails, when large images must be used.

Resolution is not to exceed 72 dpi for any graphic, including photos.

Due to copyright restrictions, do not use images/graphics from outside DoD web sites unless written permission is granted. Please maintain a copy of written permission at least one year after the image is no longer in use.

USEUCOM Logo

Only the standard USEUCOM logo (emblem) will be used. It may not be altered in any way. When the logo is to be used in another Graphic, Web Services must approve the final version of the image prior to release.

Image Maps

Image maps should not be generated with software that uses proprietary HTML tags unless they can be edited by the USEUCOM approved software packages. They should be designed with care and must be maintained. It heightens the visual impact of the page, but is time-consuming to maintain. When the Internet structure changes, you must update the coordinates in both the image files and the map file. Image maps should be tested to ensure compatibility.

Animation, Video, Sound

Generally, the USEUCOM public web site does not use animation, videos and sound objects. Exceptions to this policy must be fully justified and staffed through Web Services for review and approval. Requests for posting of multi-media objects, which require proprietary applications or plug-ins, will not be approved.

Sound will not be used in the page background, no exceptions.

File Naming

When naming files, it is recommended that files be described from left to right, with lowercase characters, using underbars ["_"] as the main delimiter. For example, a series of button images for the back issues of the Mercury magazine would be called:

- btn_mercury_jan.gif
- btn_mercury_feb.gif
- btn_mercury_mar.gif

The “btn” portion is the most descriptive characteristic, then “mercury”, then the month. If the folder containing these graphics contains nothing but buttons, then the “btn_” prefix can be dropped. This naming scheme will group like items in directories when listed by name alphabetically, which is the default for most systems.

Using the underbar before files or folders renders the files private. The files will then not be called when using the USEUCOM web search function.

Avoid using a dash, numbers, spaces, or ALL CAPS when naming files.

Use the standard Microsoft three letters extensions. For example, use “page.htm” instead of “page.html”, or “image.jpg”, not “image.jpeg”.

When creating a home page for a directory, use the file name “index.htm”. Avoid all other file names like “default.htm”, “home.htm” or “main.htm”.

Directory structure

Directories are used to keep your web site in an organized structure. All directories should consist of the main root directory, an images folder, and “_privacy” folder. When adding files related to a specific topic, try to create a new folder only for those files. A new image folder may also be placed in the new folder to keep all pertinent information together. This is highly recommended.

A sample directory structure:

www.sample.com/

- _privacy/
- images/
 - volleyball/
 - soccer99/
 - index.htm
- operations/
 - images/
 - press_releases/
 - index.htm
- discoveries.htm
- index.htm

Applets/Scripts

All applets and scripts must have complete document instructions to enable future repairs and updates. All applets and scripts, if created by other than DoD web sources, must have documented permission of use, prior to being uploaded to the web server.

Applets and scripts must be thoroughly tested to ensure trouble-free operation. When copying or editing a script written by an outside party, please be aware that there are certain security risks. ECJ6 can only provide limited assistance to scripts you create. All Directorate Webmasters will be responsible for the scripts and applets placed on their site and should have some knowledge of programming when choosing to utilize them.

All scripts must comply with the DoD Policy Guidance for use of Mobile Code Technologies in Department of Defense (DoD) Information Systems.

Testing

Pages should be checked to ensure that when the browser window is narrowed on the user’s desktop, the page layout remains reasonably intact.

Pages should be checked to ensure they work for all pixel resolutions, particularly 800x600, though they can be optimized for greater than 800x600. Pages should be checked to ensure they work for the resolution of 256 colors and higher. Pages should be tested for Netscape 3.x, IE 3.x.

JavaScript and Java applets should be tested in Netscape 4, and IE 4 to ensure that no errors occur. If errors are encountered in some of the older versions, scripts should be added to provide an alternative page for these browsers. These pages should contain the same content, but in a compatible format.

Web sites and pages may be validated through the use of the W3C validator program and Bobby for Americans with Disabilities Act Web site.

Appendix C

USEUCOM Web Site Content Management Guidelines

1. **Summary.** Publishing information that promotes command objectives, while taking into consideration security, privacy and force protection issues, is a critical aspect of a Web Content Manager's duties. It is better to err on the safe side when considering these matters, and withhold publication of questionable material until further review.

2. **Action.**

a. In the event that a Web Content Manager has a question about whether or not specific material might adversely affect the command, please consult your operations security (OPSEC) manager.

b. Directorate Web Content Managers will decline to publish information on the USEUCOM public web site in the following specific instances:

(1) **Operations, Plans and Training.** Information that provides extensive details of military plans, operations, exercises or lessons learned that would reveal vulnerabilities or compromise future planning; details of mission-specific training; any information that would reveal sensitive movements of military assets or the location of units or personnel where uncertainty regarding location is an element of the security of a military plan or program; detailed exercise, deployment or training schedules; inspection results, findings and deficiencies; unit vulnerabilities or weaknesses; advanced planning of unit relocation or deployment; and listings of classified topics or detailed discussion of topics that in combination might compromise mission objectives or classified information. (Example: A detailed syllabus on topics concerning anti-terrorism measures to be presented as part of a class on physical security.)

(2) **Personal Information.** Social Security numbers; dates of birth; home addresses; home telephone numbers and home e-mail addresses; names, location or any other identifying information about family members of military personnel or DoD employees. This is particularly important when publishing biographies of senior officers.

(3) **Technological Data.** Weapons schematics, weapon system vulnerabilities, electronic wire diagrams, and frequency spectrum data.

(4) **Administrative.** Personal travel information, attendance at conferences, and commercial support contracts. Non-disclosure of travel information and attendance at conferences is particularly important when concerning senior government officials and general or senior officers. (This does not prohibit the use of web-enabled applications such as online conference registration, but the information collected by such applications may not be made publicly available, if such release would violate standing force protection or personal privacy directives.)

(5) **Communications.** RF emissions and associated documentation; changes in activity or communications patterns; organization, architecture, and usage patterns of computer networks and systems (both classified and unclassified); and availability of secure communications.

(6) **Logistics/Maintenance.** Supply and equipment orders and deliveries; transportation plans; maintenance and logistics requirements; and receipt or installation of special equipment.

(7) **Maps/Photos.** Aerial view photos or maps of installations and facilities that may be informative or sensitive in nature (i.e. aerial view of Stuttgart Army Airfield).

c. Use Appendix D, USEUCOM Operations Security (OPSEC) Checklist, as a day-to-day guide for web content management of USEUCOM publicly accessible web sites.

3. Conclusion. Web Content Managers should treat the unclassified USEUCOM web site as they would any other external communications vehicle, ensuring material published does not compromise operational security, privacy considerations, or force protection. Security of information on a publicly accessible web site, therefore, must be viewed in the context of USEUCOM's overall operational security and force protection posture.

Appendix D

Operations Security (OPSEC) Checklist For USEUCOM Publicly Accessible Websites:			
Name:		Date/Time of Review:	
Directorate Reviewed:		Primary IP Address/URL:	
Issue/Concern:	Yes	No	Notes/Comments:
Management Controls (Note 1):			
1. Does the Website (WS) contain a clearly defined purpose statement that supports the USEUCOM mission?			
2. Are users of this WS provided with privacy and security notices prominently displayed or announced on at least the first page of the site?			
3. If applicable, does this WS contain a “disclaimer for external links” notice for any site outside the DoD or federal government?			
Operations, Plans and Training (Note: 2):			
1. Does the WS contain information that provides extensive details of military plans, operations, exercises or lessons learned that would reveal vulnerabilities or compromise future planning?			
2. Does the WS contain details of mission-specific training?			
3. Does the WS contain any information that would reveal sensitive movements of military assets or the location of units or personnel where uncertainty regarding location is an element of the security of a military plan or program?			
4. Does the WS contain detailed exercise, deployment or training schedules?			
5. Does the WS contain inspection results, findings and deficiencies?			
6. Does the WS contain unit vulnerabilities or weaknesses?			

<p>Operations, Plans and Training (Note: 2):</p> <p>7. Does the WS contain information on advanced planning of unit relocation or deployment?</p> <p>8. Does the WS contain listings of classified topics or detailed discussion of topics that in combination might compromise mission objectives or classified information?</p> <p>Personal Information:</p> <p>Does the WS contain personal information in the following categories about U.S. Citizens, DoD employees and military personnel:</p> <ul style="list-style-type: none"> a. Social Security Account Numbers? b. Dates of Birth? c. Home Addresses? d. Home telephone numbers and home email addresses? e. Names, location or any other identifying information about family members? <p>Technological Data (Note: 3):</p> <p>1. Does the WS contain technical data such as:</p> <ul style="list-style-type: none"> a. Weapon schematics? b. Weapon System Vulnerabilities? c. Electronic Wire Diagrams? d. Frequency Spectrum Data? <p>Administrative</p> <p>1. Does the WS contain relevant information in the following categories that might reveal an organization's plans and intentions?</p> <ul style="list-style-type: none"> a. Personnel Travel (personal and official business). b. Attendance at planning conferences. c. Commercial support contracts. 			
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<p>Communications</p> <p>1. Does the WS contain information on any of the following?</p> <ul style="list-style-type: none"> a. RF emissions and associated documentation. b. Changes in activity or communications patterns. c. Organization, architecture, and usage patterns of computer networks and systems. (both classified and unclassified) d. Availability of secure communications. <p>Logistics/Maintenance</p> <p>1. Does the WS contain information on any of the following?</p> <ul style="list-style-type: none"> a. Supply and equipment orders/deliveries. b. Transportation plans. c. Maintenance and logistics requirements. d. Receipt or installation or special equipment. <p>Maps/Photos</p> <p>1. Does the WS contain information on any of the following?</p> <ul style="list-style-type: none"> a. Aerial view photos or maps of installations and facilities that may be informative or sensitive in nature. b. Detailed routes local military personnel may often travel. 			
<p>Key Word Search: (Note 4)</p> <p>Using the following “key words” conduct a search using the search tool. As a result of this search conduct a random screen of any documents found:</p> <ul style="list-style-type: none"> a. Deployment Schedules b. Exercise Plans c. Contingency Plans d. Training Schedules e. Inspection results, findings, deficiencies f. Biographies g. Family Support Activities h. Phone Directories, Lists 			

Does the WS contain any classified, unclassified but sensitive, or for official use only data? YES NO

~~-NOTES PAGE-~~

No information that is withholdable from the public pursuant to statute, or intended for restricted access or limited distribution, may be placed on a publicly accessible web information service; nor should a public site have links to such information. This prohibition includes information that is CLASSIFIED, UNCLASSIFIED but SENSITIVE, FOR OFFICIAL USE ONLY (FOUO), and privacy protected. Posting information to the WWW is equivalent to making a public release, and per DoD Directive 5230.9, all information must be properly cleared.

Note 1: Management Controls are contained in the policy published by the Office of the Secretary of Defense, titled: Establishing and Maintaining A Publicly Accessible Department of Defense Web Information Service, 9 January 1998.

Note 2: These elements were pulled directly from the DEPSECDEF memo, Information Vulnerability and the World Wide Web, dated, 24 Sept 98.

Note 3: Technical data creates a unique challenge to the OPSEC posture of an organization and to National Security as a whole. Certain technical data, when compiled with other unclassified information, may reveal an additional association or relationship that meets the standards for classification under Section 1.8 (e) E.O. 12958.

Note 4: There are many other "key words" possible to denote the wide range of USEUCOM's military operations and activities. Web Content Managers are encouraged to search using other key words as may be applicable, based on their Directorate's portion of the USEUCOM mission. Within the context of information assurance, the World Wide Web should not be treated any differently than any other potential vulnerability. Security of information on publicly accessible web sites must be viewed in the context of USEUCOM's overall OPSEC posture.

Appendix E

**Sample Letters of Appointment
(Directorate Webmaster)**

Directorate Office Symbol

Date

MEMORANDUM FOR Web Services Branch, Unit 30400, Box 1000, APO AE 09131

SUBJECT: Appointment of (Primary/Alternate) Directorate Webmaster, DIRECTORATE

1. In accordance with USEUCOM Staff Memorandum (SM) 15-1, Name, Rank/Service, SSN, is appointed as (Primary/Alternate) Directorate Webmaster, for DIRECTORATE.

ULAN userid: _____ Security Clearance: _____

2. Service member's rotation date is _____.

3. POC is Name, DSN: _____.

4. Special Instructions: The Directorate Webmaster duties as described in SM 15-1.

Director's signature

CF:
Individual Appointed

Sample Letters of Appointment
(Directorate Webmaster/Web Content Manager vested in same person)

Directorate Office Symbol

Date

MEMORANDUM FOR Web Services Branch, Unit 30400, Box 1000, APO AE 09131

SUBJECT: Appointment of (Primary/Alternate) Directorate Webmaster/Web Content Manager, DIRECTORATE

1. In accordance with USEUCOM Staff Memorandum (SM) 15-1, Name, Rank/Service, SSN, is appointed as (Primary/Alternate) Directorate Webmaster/Web Content Manager, for DIRECTORATE

ULAN userid: _____ Security Clearance: _____

2. Service member's rotation date is _____.

3. POC is Name, DSN: _____.

4. Special Instructions: The Directorate Webmaster and Web Content Manager duties as described in SM 15-1.

Director's signature

CF:
Individual Appointed

**Sample Letters of Appointment
(Directorate Web Content Manager)**

Directorate Office Symbol

Date

MEMORANDUM FOR Web Services Branch, Unit 30400, Box 1000, APO AE 09131

SUBJECT: Appointment of Directorate Web Content Manger, DIRECTORATE

1. In accordance with USEUCOM Staff Memorandum 15-1, Name, Rank/Service, SSN, is appointed as Directorate Web Content Manager, for DIRECTORATE.

2 ULAN userid: _____ Security Clearance: _____

2. Service member's rotation date is _____.

3. POC is Name, DSN: _____.

4. Special Instructions: The Directorate Web Content Manager duties as described in SM 15-1.

Director's signature

CF:
Individual Appointed

Appendix F**Explanation of Terms**

Directorate Webmaster. An individual designated in writing by the directorate/special staff to serve as the liaison between the directorate and Web Services, maintaining Directorate Web page(s), and the submission of requests for new inputs.

Directorate Web Content Manager. An individual designated in writing by the directorate/special staff to serve as the Public Release Authority, and is responsible for the accuracy and releasability of information within their Directorate's purview.

Hypertext Markup Language (HTML). The authoring language used to create documents on the World Wide Web.

Internet. The loosely connected worldwide collection of computer systems that uses a common set of communications standards to send and receive electronic information.

Intranet. A network based on TCP/IP protocols (an internet) belonging to an organization, usually a corporation, accessible only by the organization's members, employees, or others with authorization.

Operations Security (OPSEC). OPSEC is a process of identifying critical information and subsequently analyzing friendly actions attendant to defense acquisitions, military operations, and other activities in order to: i) identify those actions that can be observed by adversary intelligence systems; and ii) determine what indicators might be obtained by hostile intelligence systems that could be interpreted or pieced together to derive critical information in time to be useful to adversaries; and iii) select and execute measures that eliminate or reduce to an acceptable level the vulnerabilities of friendly actions to adversary exploitation.

Official DoD Web site. A DoD Web site that is developed and maintained with command sponsorship and approval, and for which the DoD Component, a subordinate organization or individual, exercises editorial control over content. The content of official DoD Web sites is of an official nature that may be endorsed as the official position of the DoD Component. Content may include official news releases, installation history, command position papers, etc. Official DoD Web sites are prohibited from displaying sponsorships or commercial advertisements.

Server. A computer or device on a network that manages network resources. For example, a *file server* is a computer and storage device dedicated to storing files. Any user on the network can store files on the server. A *print server* is a computer that manages one or more printers, and a *network server* is a computer that manages network traffic. A database *server* is a computer system that processes database queries.

Unofficial DoD Web site. A DoD Web site that is developed and maintained with non-appropriated funds; and for which the DoD Component, or a subordinate organization, does not usually exercise editorial control over content. The content of unofficial DoD Web sites is not endorsed as the official position of the DoD Component. Content will not normally include official news releases, installation history, command position papers, etc. Unofficial DoD Web sites may include sponsorships and commercial advertisements, and may also advertise products for sale, in accordance with the mission of the organization. In most cases, unofficial DoD Web sites are developed and maintained by commercial or nonprofit organizations. Certain military-affiliated organizations may develop and maintain unofficial DoD Web sites. Such organizations include service exchanges and Morale, Welfare and Recreation activities that use non-appropriated funds.

Web Services. A Branch of the USEUCOM Public Affairs Directorate wholly responsible for the dissemination of publicly releasable information via the public access WWW information service, materially satisfying the information needs or mission objectives of one or more target audiences.

Web site. A site (location) on the World Wide Web. Each Web site contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization.

World Wide Web (WWW). A system of Internet servers that support specially formatted documents. The documents are formatted in a language called HTML (*HyperText Markup Language*) that supports links to other documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by clicking on hot spots. Not all Internet servers are part of the World Wide Web.